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U. S. DEPARTMENT OF AGRICULTURE

Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

January 1958



HPD-54

March 1958

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER AND
MARGARINE, JANUARY 1958

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data for a month are for a 4-week period (28 days) to permit :
: comparisons of purchase volume between periods of equal length. :

FLUID MILK 1/

Total: Purchases of fluid milk (whole and skim) reached a record level for this series in 4 weeks in January 1958. Householders bought about 1,285 million quarts of fluid milk for home use in the 28-day period, compared with 1,240 million quarts in the corresponding period in January 1957, an increase of over 3.5 percent.

Accompanying the high level of purchases was a 2-percent gain in per capita buying. 2/ Consumers bought 7.7 quarts of fluid milk per person in the 28-day period reported for January 1958.

The proportion of all families buying any fluid milk rose to a new peak of 87 percent in January 1958 compared with 84 percent a year earlier. 3/

Fluid whole milk: Householders bought more whole milk per person and a larger total volume in January 1958 than during any other 28-day period in this series of reports covering the 1954-55, 1956-57, and 1957-58 (to-date) dairy marketing years. 4/ The 1,216 million quarts of whole milk bought in January 1958 was almost 4 percent above the 1,173 million quarts bought in January 1957. Per capita purchases were up 2 percent in January 1958 from the earlier period.

Consumers paid an average price of 23.8 cents per quart for fluid whole milk in January 1958, an advance of a half cent from a year earlier. About 85 percent of all families made one or more fluid whole milk purchases during the month, compared with less than 82 percent in January 1957.

In January 1958, purchases of whole milk in larger-than-quart-size containers continued to reflect gains at the expense of the volume bought in single quarts. Almost half of the total volume of whole milk purchased for home use was in the larger containers this January compared with 42 percent in January 1957 and 29 percent in January 1955.

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Per capita purchases are based on total U. S. civilian non-institutional population.

3/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

The volume of whole milk purchased in half-gallon containers has risen every month (28-day periods) since May 1957. Each monthly purchase estimate reported, beginning in July 1957, has established a new high in this series. During January 1958, householders bought 509 million quarts of whole milk in half-gallons, nearly one-fourth more than a year earlier.

January 1958 purchases of whole milk in gallon containers also reflected a substantial increase--14 percent--over January 1957. In contrast, purchases in quart-size units declined nearly 10 percent.

Consumers paid more for whole milk during January 1958 than in January 1957 regardless of container size. The price paid per quart for whole milk purchased in single-quart containers was 25.6 cents, up 1.1 cents per quart from January 1957; half-gallon and gallon prices, at 22.5 and 19.3 cents per quart equivalent, respectively, reflected advances of 0.3 cent.

Fluid skim milk: Purchases of skim milk for home use in January 1958 were estimated at 70 million quarts, up 4 percent from January 1957. ^{5/} Per capita purchases of skim milk items in January 1958 were 0.42 quart, about the same as a year earlier, but up nearly 24 percent from January 1955.

Householders bought 74 percent of their total skim milk products in single-quart units in January 1958, practically unchanged from a year earlier. About 24 percent of the quantity purchased was in half-gallon containers, while 2 percent was bought in gallon containers. Compared with a year earlier, the volume of fluid skim items bought in quart and half-gallon containers was greater while that purchased in gallon containers was smaller.

Householders in this survey paid 19.9 cents per quart for fluid skim milk in January 1958, compared with 19.4 cents in January 1957. Average prices paid were higher than a year earlier for fluid skim items in quarts, about the same in half-gallons, but lower in gallons. In January 1958, consumers paid 20.6 cents per quart for fluid skim items in single-quart containers, 18.0 cents in half-gallon containers, and 12.4 cents in gallon containers.

NONFAT DRY MILK

In January 1958, householders bought a record 15.7 million pounds of nonfat dry milk compared with 12.9 million pounds 2 years earlier, a gain of 22 percent. Accompanying the high level of purchases was a substantial increase in per capita buying. Purchases per 1,000 capita rose from 80 pounds for the 28-day period in January 1956 to a new series high of 94 pounds.

^{5/} Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

The average size of purchase of nonfat dry milk increased nearly 18 percent, from 21 ounces in January 1956 to almost 25 ounces in January 1958, to equal the previous high. Consumers paid 41 cents per pound for nonfat dry milk in January 1958, down slightly from the previous month, but 1.4 cents higher than the January 1956 price.

BUTTER

In 4 of the past 5 months the volume of butter purchased for home use has been smaller than that bought in the comparable month (28 days) of the previous year. During January 1958 householders purchased 67 million pounds of butter, down about 3 percent from the 69 million pounds bought a year earlier.

For the seventh successive month (July 1957-January 1958) both the proportion of families buying butter and the quantity purchased per person reflected declines compared with the same month in the 1956-57 dairy marketing year. Per capita butter purchases for the 7-month period averaged 3 percent below a year earlier. Consumers paid 71.6 cents per pound for butter in January 1958, compared with 70.8 cents a year ago.

MARGARINE

United States householders bought about 113 million pounds of margarine in January 1958, approximately 13 percent more than 2 years earlier. Both the proportion of families buying margarine--63.4 percent--and the quantity purchased per person--0.68 pound--were higher in the 28-day period this year than 2 years earlier. Per capita purchases, up 9 percent from January 1956, were at the highest rate reported for any January in this series. This was also true for the proportion of families buying, which was nearly 4 percentage points higher than in January 1956.

The price paid for margarine in January 1958 averaged 26.1 cents per pound, compared with 24.4 cents in the comparable month 2 years ago.

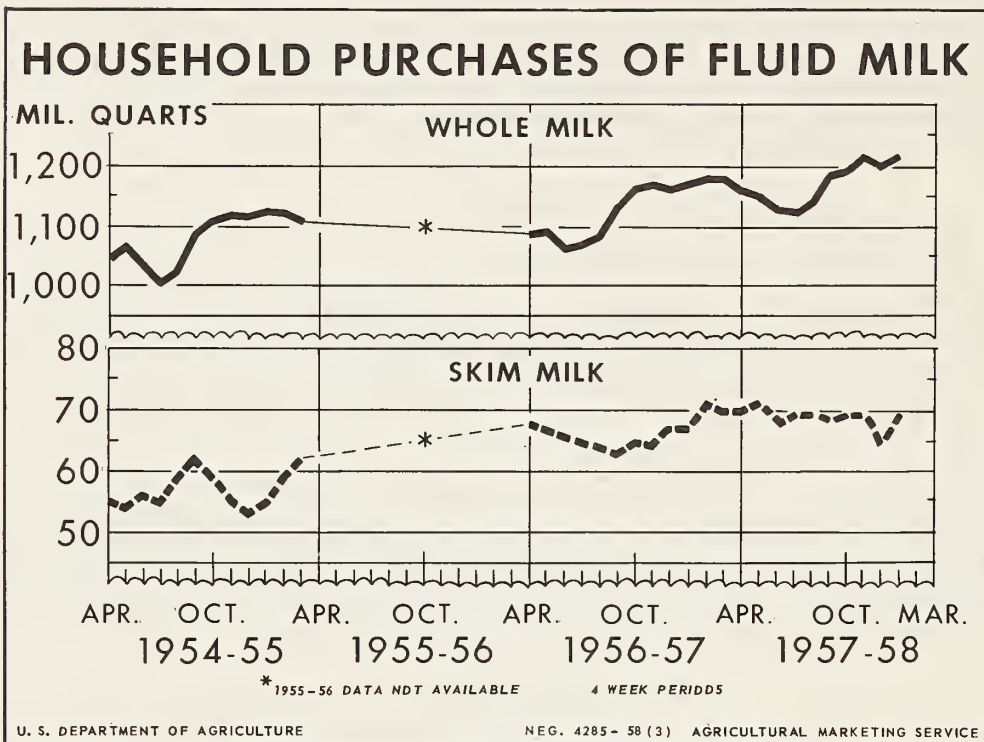


Figure 1

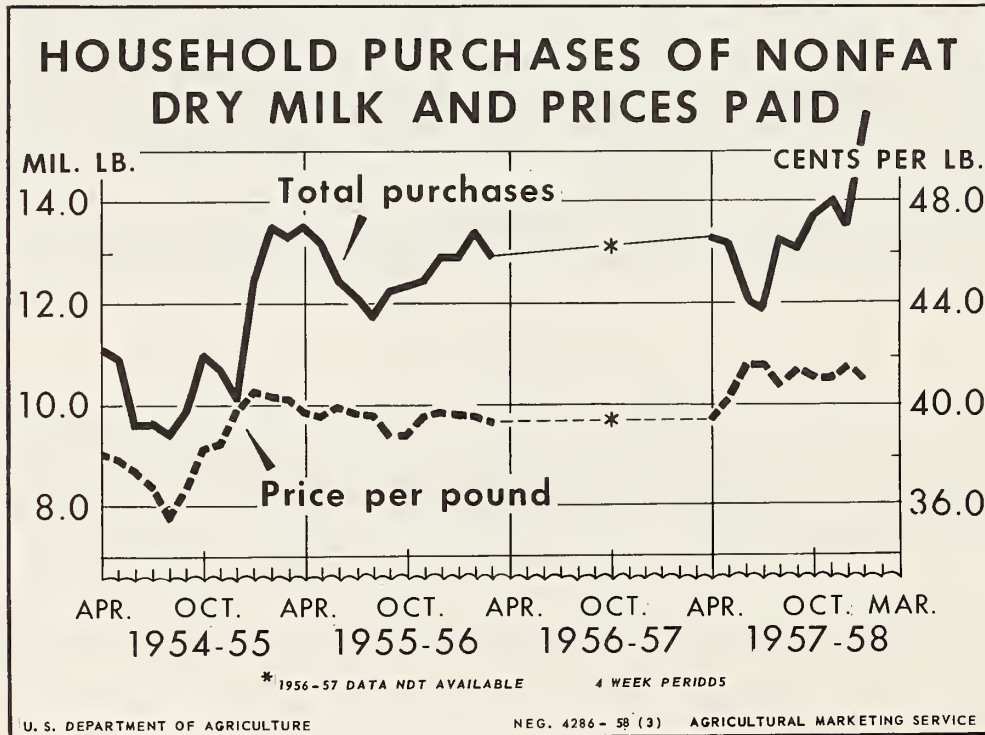


Figure 2

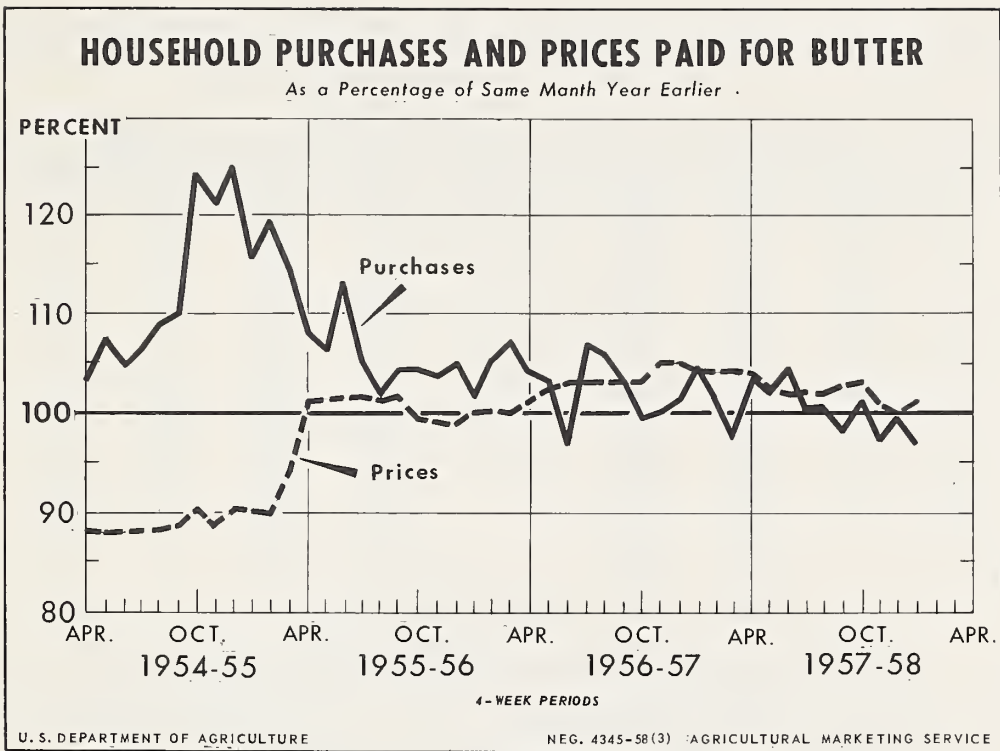


Figure 3

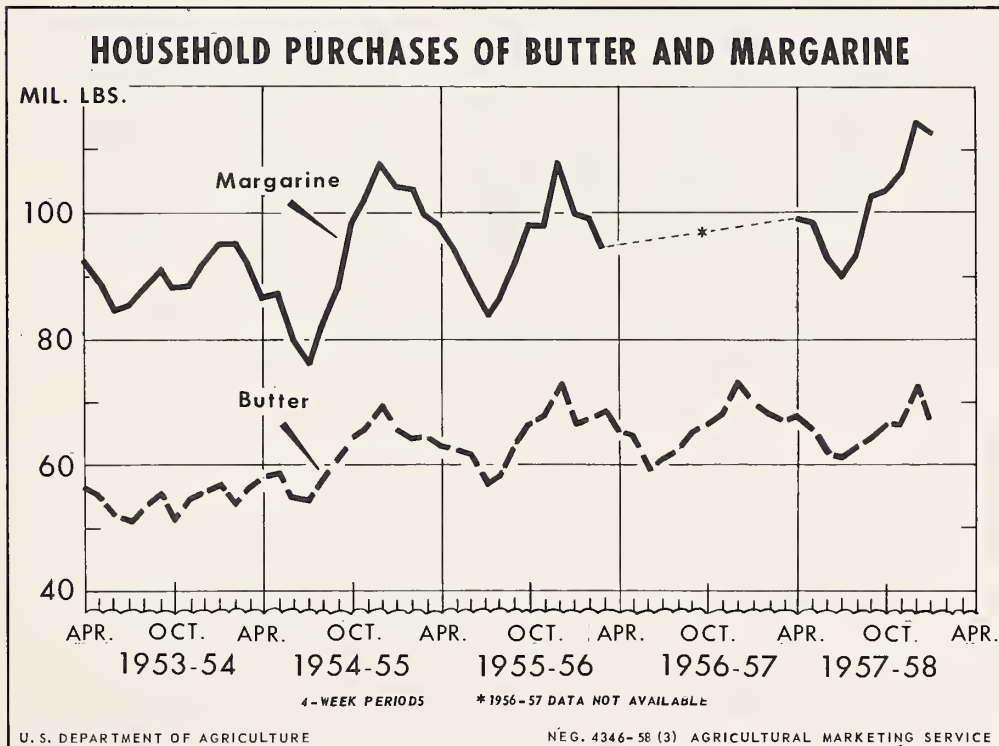


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,890	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....	13,068	12,230	9,910	78.7	76.3	62.3	23.8	20.8	22.0
October.....	13,720	12,330	10,860	82.4	76.5	67.7	23.9	21.3	20.6
November.....	14,015	12,420	10,660	84.2	77.0	66.5	23.5	21.5	20.3
December.....	13,526	12,880	10,110	81.3	79.9	63.1	24.8	21.5	19.9
January.....	15,719	12,910	12,360	94.1	80.0	77.1	24.8	21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4	38.3	35.8	34.8			
August.....	40.7	39.6	35.5	37.7	35.9	33.7			
September.....	41.4	38.7	36.7	38.0	34.9	34.1			
October.....	41.1	38.7	38.3	37.7	35.4	35.0			
November.....	41.0	39.5	38.5	38.1	36.1	35.9			
December.....	41.4	39.7	39.7	38.9	36.6	35.6			
January.....	41.0	39.6	40.5	38.9	36.2	36.1			
February.....		39.5	40.3		36.3	35.8			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....	85.7	83.2	81.4	84.0	82.4	80.0	20.4	19.6	19.2
October.....	85.6	83.6	82.9	83.9	82.2	81.4	20.0	18.6	17.9
November.....	85.3	83.9	82.7	83.7	83.1	81.3	20.2	18.8	18.2
December.....	86.6	84.3	82.6	85.2	82.6	81.1	17.6	19.0	16.7
January.....	87.0	84.0	81.8	85.3	81.6	80.2	20.5	19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....	7.56	7.39	7.19	7.15	7.00	6.80	.41	.39	.39
October.....	7.59	7.53	7.31	7.17	7.13	6.94	.42	.40	.37
November.....	7.69	7.56	7.31	7.27	7.17	6.97	.42	.39	.34
December.....	7.61	7.55	7.31	7.22	7.14	6.98	.39	.41	.33
January.....	7.70	7.55	7.35	7.28	7.14	7.01	.42	.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....	1,194	1,163	1,112	23.6	23.0	22.3
November.....	1,210	1,170	1,117	23.7	23.1	22.4
December.....	1,202	1,164	1,119	23.8	23.2	22.4
January.....	1,216	1,173	1,125	23.8	23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....	69.6	64.9	58.7	19.5	19.1	19.0
November.....	69.4	63.7	55.0	19.6	19.3	18.9
December.....	64.3	66.6	53.0	19.7	19.4	18.8
January.....	69.6	66.9	54.6	19.9	19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....	633	687	816	468	394	230	90.8	81.4	66.2
November.....	633	683	811	482	405	242	92.8	81.8	62.3
December.....	620	678	805	486	403	247	93.6	82.7	66.3
January.....	614	681	800	509	412	254	90.4	79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....	25.2	24.2	23.2	22.3	21.9	20.6	19.1	18.5	17.6
November.....	25.4	24.4	23.2	22.4	22.0	20.7	19.2	18.5	17.8
December.....	25.5	24.5	23.3	22.4	22.1	20.5	19.4	18.6	18.2
January.....	25.6	24.5	23.2	22.5	22.2	20.5	19.3	19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.4 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....	52.3	49.2	51.4	14.7	13.6	4.8	2.5	2.1	2.2
November.....	52.4	48.8	48.9	15.2	13.4	4.4	1.7	1.5	1.7
December.....	48.4	50.4	46.4	14.2	14.0	4.7	1.6	2.1	1.7
January.....	51.5	49.8	46.0	16.4	15.2	6.5	1.5	1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....	20.4	20.0	19.5	17.7	17.0	17.2	11.7	11.0	12.4
November.....	20.3	20.0	19.4	17.7	17.3	15.8	12.9	12.9	10.7
December.....	20.4	20.1	19.2	17.7	17.8	17.1	12.7	13.4	10.8
January.....	20.6	20.0	19.3	18.0	17.9	16.7	12.4	12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.2 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....	66.5	65.8	66.0	63.2	51.0	400	403	409	394	331
November.....	66.4	68.1	68.0	65.7	54.4	399	418	422	410	353
December.....	72.9	73.0	72.4	69.2	55.5	438	448	449	432	361
January.....	67.1	69.2	66.2	65.3	56.6	402	421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
Period	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....	45.2	46.3	46.3	45.4	43.7	71.9	69.8	67.7	68.1	75.3
November.....	45.3	47.6	47.6	46.2	44.8	71.5	70.9	67.6	68.2	76.6
December.....	48.1	48.8	49.0	48.5	44.4	71.3	71.1	67.8	68.6	76.0
January.....	46.0	46.4	46.9	45.5	42.8	71.6	70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2
Period	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....	2.67	2.62	2.68	2.84	2.59	1.10	1.10	1.10	1.09	1.02
November.....	2.62	2.61	2.66	2.88	2.65	1.11	1.11	1.11	1.09	1.04
December.....	2.64	2.71	2.70	2.66	2.68	1.14	1.12	1.13	1.11	1.05
January.....	2.63	2.70	2.65	2.73	2.90	1.10	1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....	103.6	97.8	98.7	88.2	623	606	616	573
November.....	106.5	97.8	101.8	88.5	640	607	635	575
December.....	114.4	107.3	107.4	91.8	688	666	670	597
January.....	112.8	99.8	103.9	94.6	675	619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581
	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....	60.6	59.2	62.4	58.9	26.0	24.7	26.2	25.4
November.....	62.4	60.6	63.4	60.0	26.0	24.7	25.5	26.0
December.....	64.7	63.4	63.7	60.0	26.2	24.6	25.7	26.7
January.....	63.4	59.9	63.2	58.7	26.1	24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
	Per buying family							
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....	2.18	2.21	2.39	2.24	1.56	1.54	1.46	1.49
November.....	2.16	2.15	2.41	2.24	1.57	1.55	1.48	1.46
December.....	2.19	2.20	2.29	2.37	1.60	1.59	1.53	1.47
January.....	2.24	2.18	2.29	2.46	1.57	1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43

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